

CHURCH SHOULD ADVERTISE

Topeka (Kan.) Pastor Favors Public ity as a Means of Furthering the Gospel,

Does it pay to advertise a church? That's a question which has wrinkled many a clerical brow. There's at least one minister of the gospel in Topeka, Kan., who has settled the problem in handbills. He is Rev. Robert Gordon, pastor of the First Baptist church.

"In colonial days," says Rev. Gordon. "when every man who stayed away from church was fined a ton of tobacco, it was hardly necessary to advertise services. But we are glad that sort of pressure cannot be brought to bear today. Men now go to church because they choose to go."

Speaking further on the question of publicity as a means of furthering the gospel, Doctor Gordon says:

"I am convinced the church ought to great believer in publicity and the Moody church in Chicago spends about \$60 a week in newspaper advertising. J. Wilbur Chapman spent \$15,000 in the newspapers during a recent reknew what was happening. The churches were crowded. In Binghampton, N. Y., the merchants offered all their contracted space in the papers to the churches on Saturday for advertising. The ministers promptly accepted the proposition. Next day the church attendance showed an increase of 30 per cent. Even conservative old Trinity Episcopal church, New York, has just hung out a great electric sign. The word "Trinity" in large letters stands in the center of the sign and the word "Parish" at one end and "House" at the other. The sign is eight feet long by four feet high, weighs a ton and is of 1,500 candle power. That church has also employed a press agent to give out the news of its affairs. The trustees of a church in Rochester, N. Y., have erected on top of the 145-foot tower a substantial, 12-foot cross, that is illuminated every night there is service. I am told it pression on the community and has given the church a civic character it did not have before.

"Early to bed and early to rise, Preach the old gospel and advertise"

would be a good motto for any preach er. If church attendance is a beneficial thing then the church is under obligation to do all it can to persuade people to attend. To my mind the church is as essential to the best individual and social life as bread and water are to physical life. She not only has a splendid ideal to exalt, but can put men in contact with the power which will enable them to arrive. Having this conviction, it becomes a duty -to me a very delightful duty-to persuade non-churchgoers to change their

I met a man recently who had no been inside a church for twenty years. He said he had no confidence in the church and no desire to attend, and he swore that positively the last church which, under any circumstances, he ever would attend would be a Baptist church. Now he is not a hopeless case. He, like a great many others, has a mistaken notion of what the church stands for and he is not at all acquainted with what the church is doing. All he needs is light. It is our business to give him the facts.

There are many people in this city who do not know even where the First Baptist church is located. A while ago a couple got off a train here one Sunday morning and asked a hack driver to take them to the First Baptist church. The driver was sure he knew the place, but he set them down at the First Presbyterian church.

"In these busy days the church is in danger of being crowded out. There are so many other attractions clamoring for attention. Almost unconsciously many yield to that which most frequently appeals to them. Our psychologists are telling us the idea held uppermost in the mind tends to work itself out in action. That explains the success so many business men have won by advertising. And that is why we must keep the church attendance idea in men's minds.

"Some claim advertising cheapens religion, but there is nothing so cheapens religion as an empty, rutty church. Advertising gets results and we must do the king's business in a businesslike way. The old prophets, in Bible times, went through the streets blowing trumpets to get the crowd. The apostles wrote letters and scattered days the old village church sent out a beautiful and effective advertisement every time her bell broke the Sabbath morning stillness. Today we must get our invitations to the people and Charles Stelzle says, 'The newspaper is without question the best advertising medium for the church."

The man who is "afraid his competitor will find out" might profit by what the latter alknows about him.

PUBLICITY LIGHT THAT SAVES IDEA OF PRACTICAL VALUE

The Advertiser's Pledge of Honesty and Square Dealing is Like a Confession Before Men.

banquet by the Fort Worth Advertising Men's club to the Associated Advertising Clubs of America, at Fort Worth, by James Schermerhorn.)

Publicity can do for us what the

light that fell upon the Damascus road did for Saul: it can save us rom ourselves. It is the searchlight turned back upon our own purposes and methods. It can save nations, states and parties by uncovering the refuge of deceit and the hiding place of duplicity. Some far-sighted porations are beginning to love light rather than darkness. They are coming out of their secret places to give their side of the case to the

common people.

Professional reserve is blinking in his own mind and has given the vic-tory to the side of the newspapers and it may be able to stand it eventually. What a blessing to mankind if ministers, doctors and lawyers would daily let their credentials and records be known of all men, so that publicity could point the way straight to the right door in the urgent hour of stress and need.

The medical associations have a greater horror of getting into print than they have of transmitted infection through the marriage of the phy sically unfit-a frequent tragedy that might be averted if ethics did not impose solemn silence upon the learned men who could save the race through advertise today. D. L. Moody was a preventive publicity. Publicity can save bodily health through popular enlightenment and business through multiplied appeal.

As a man advertises from day t day in his own business, so is he. It vival campaign in Boston. Everybody is really the old-fashioned sign of conversion, "taking a stand in meeting." It is the formulation of your business creed, your confession be-

fore men. You are putting into form your best promptings, your fondest hopes com-mercially. What you have written you have written, and when it stands out from the printed page day after day, it may speak to the necessities and purses of others, but it speaks to your sense of consistency and in-

If at the outset your promises are fairer than your performances, there is hope; for your copy proves that you know what you ought to do in your dealings with the public, Give conscience time and it will catch up with your copy; for self-accusation is a self-starter and is not restricted by the speed laws.

Advertising may be self-revelation to begin with; but on a long contract has made a distinct and helpful im- it is pretty liable to become self-regeneration. For we all aspire to become what our friends feel we are capable of becoming. It is the distrusted that despair. Publicity is the advertiser's pledge, his covenant with

the consumer in the open. Daily repeated and daily tested it should come to be in good timefor true worth is not gained at a bound, but tolls upward through the night-the lodestar of his better self. the light that saves!

The advertiser who will not listen to reasons and truths is much like the man who saw a camel for the first time and walking around it said: "There ain't no such animal what lives."

······ HOW TO REACH THE PEOPLE

Unit the Most Potent Force in Advertising, Says Thomas E. Dockrell-Home Paper the Best.

Thomas E. Dockrell, the well-known advertising expert, in a talk before Detroit advertising men declared that most of the world's ideas on advertising are upside down and needed reversal.

"The unit is what must be looked

to," said Mr. Dockrell, "not the one supreme directing head. It is the unit in the store, the salesman or the salesgirl, that must be tuned to the sales, or all other work is nearly useless. A big department store is sometimes likened to a pyramid, with the thousand of employes as the base and the big owner as the apex. But this is an upside down view. Let us suppose the head of the business has a new glove manager and this manager has got the best goods and patterns and advertised in the best way. and the customer comes in and meets Allie, the \$4-a-week salesgirl, and Allie doesn't rise to the business, what use has been all the other study and energy? We then see that Allie not Mr. Wanamaker, is the apex, and that as in most cases the pyramid is set upside down and, all resting on the apex, it may topple over.

"The same with advertising. A manufacturer has a small quantity, say \$20 worth, of goods in a store in Peoria, Ill. He desires to see the goods sold and his trade in Peoria built up. How would he do it? There them broadcast. In your childhood are four big circulation periodicals that are recognized as the biggest national advertising mediums. Suppose you suggested one of these as the advertising medium to reach Peoria people. He might not call you a tool, but he would remind you that he was after the Peorla field. The direct thing to get at the Peoria trade would be the Peoria newspaper, wouldn't it? There is your unit idea again. Get right at the spot and the medium for that spot. There is no question that the home newspaper is the medium to reach the people in any locality, and the addition of the units covers the broad field."

APPETIZING JELLIES.

good jelly, so that the invalid can take a spoonful between meals. Chicken then leave it until quite cold. Unless it is always liked, but if the patient is on milk diet for a time milk treat it is stirred the mixture separates, the tells will be found warm good. But jelly will be found very good. Put half a gill of water and three sheets of gelatine into a saucepan with about piaced in the oven heat a salamander six lumps of sugar (or more if liked); or round iron plate with a handle attached until red hot and pass over dissolved, whisk up half a gill of the top of the dish, being careful nor cream slightly, then add half a pint to search.

of milk and strain in the dissolved gelatine to flavor it. Pour the mixture into a mould and stir occasional-

To brown dishes that cannot be of gelatine into a saucepan with about placed in the oven heat a salamander

New York Woman Invents Apparatus That Cute Off Gas Supply in

A little apparatus which automatically cuts off the gas in a burning building and thus prevents explosions and the spreading of the flames has just been patented by Mrs. Isabella Gillen, L. I., says an exchange.

The idea for this device came to her after reading of the death of Deputy Fire Chief Charles Kruger in a fire on Canal street, New York, about two years ago. Chief Kruger fell into an elevator pit in the basement of the burning building and was asphyxiated by gas escaping from a meter which had been melted by the heat. It was this that set Mrs. Gillen thinking.

There are "cut off men" whose duty it is to turn off the gas supply of burning buildings, but often they arrive too late, and in winter when there is ice and snow in the streets it is often difficult for them to find the "cut off." The recent Equitable fire revealed what havoc is caused by failure to have the gas cut off. The fire, which started in the basement, melted the meter and allowed the full pressure of gas to flow into the burning building, carrying the flames with great rapidity to other parts of the building. The "cut off" men were pow-

erless for a long time. Mrs. Gillen's device consists of a little thermostat filled with mercury and so arranged that when the temperature of a room exceeds 155 degrees the mercury rises and closes an electric circuit. The instant the circuit is closed a spring is released, and this throws a lever which cuts off the gas. The thermostats, which are very small, can be placed in every room o a building, so that no matter where a fire breaks out the gas is shut off almost instantly.

Strange to say, Mrs. Gillen has had education or experience along mechanical or technical lines.

Lincoln Retort to an Aristocrat. Col. William F. Stone, sergeant-atarms of the Republican convention, was talking in Chicago, apropos of Independence day, about George Wash-

"Washington," he said, "was stately-an aristocrat. He liked pomp, show. Abe Lincoln, the next best man to Washington, was, on the other hand, a democrat of democrats.

"An ambassador once caleid on Lincoin and found him blacking his boots. "'My dear Mr. Lincoln,' the ambassador said, horrified at this sight, 'my master, King So-and-so, never thinks of blacking his own boots, I assure you!

brush, and then looked up with his

queer smile.
"'That so?' he said. 'Whose boots does he black?"

Wages No Object. "Can't you get any work?" asked a woman of the tramp who had applied

at the back door for food. "Yes, ma'am," he replied. "I was offered a steady job by the man who lives down the road in that big white

"That's Mr. Oatseed? What was the

"He wanted me to get up at four in the morning, milk 17 cows, feed, water and rub down four horses, clean the stables and then chop wood until it was time to begin the day's work." "What did he want to pay?"

Youth's Companion.

Overlooked.

"Very few mosquitoes taste anything but the juice of tender plants," remarked the naturalist. "Is that so!" exclaimed Farmer Corntossel. "It kind o' looks as if human beings hadn't been properly advertised as mosquito food."

The Useless Rat.

Plague or no plague, it is always a good thing to exterminate rats, which do less good and more harm than almost any other animal in the world .-New York Tribune.

Test of Nerve.

"Colonel," asked the beautiful girl, "when was the most trying moment of your life?" "It was when I went to my wife's father for the purpose of asking him to let me have her. He was very deaf, and I had to explain the matter before twenty clerks."

An Easy One. Al De Mustahd-Your wife's costume tonight is charming. It simply beggars description. Justin De Bunch —And that reminds me of a conundrum-why am I like description?

THE MARKETS

EAST ST. LOUIS.—Cattle—Native beef gteers, \$4.75@9.50; cows and helfers, \$3.50 & \$5.55; stockers and feeders, \$3.50@6.55; Texas steers, \$4.65@8.50; cows and helfers, \$3.50@6.55; Texas steers, \$4.60@8.80; cows and helfers, \$3.50@7.50; calves, in car load lots, \$5.50@8.80. Hogs—Mixed and butchers, \$7.60@7.85; good to heavy, \$7.50@7.70; rough, \$7.20@7.50; light, \$7.55@7.80; pigs, \$6.25@2.50. Sheep—Muttons, \$3.75@5.00. CHICAGO.—Cattle—Beeves, \$3.50@9.45; cows and helfers, \$2.60@7.50; stockers and feeders, \$3.85@6.50; Texans, \$4.90@7.05; calves, \$5.50@8.50. Hogs—Mixed and butchers, \$7.25@7.85; heavy, \$7.30@7.80; rough heavy, \$7.10@7.30; lights, \$7.35@7.85; pigs, \$5.70@7.50. Sheep—Native, \$3.15@5.25; western, \$4.25@7.40.

ST. LOUIS.—Wheat—No. 2 red, \$1.00@ 1.08; No. 3 red, \$3\\(^1\).00; No. 4 red, \$3\). No. 2 red, \$1.00@ 1.08; No. 3 red, \$3\\(^1\).00; No. 4 red, \$3\); No. 3, 77; No. 4, 75; no grade, 72; No. 2 yellow, 76\\(^2\).20; No. 3 yellow, 17\(^2\).70; No. 4 yellow, 75; No. 2 white, \$1; No. 4 white, 78\(^2\).20; No. 3, 43; No. 4, 40; No. 2 white, 51\\(^1\); standard, 50\\(^1\); No. 3 white, 49\(^2\).50; No. 3 white, 40\(^2\).50; No. 3 white, 4

NEW YORK—Butter—Creamery extra, 27629c; state dairy, 22626c; imitation creamery first, 224,624c. Eggs.—Nearby white fancy, 27c; nearby mixed fancy, 20624c; fresh firsts, 19521c. Dressed poultry—Turkeys, 16623c; chickens, 1856024c; fowis, 12617c; ducks, 18619c. Live poultry—Gesse, 18c; ducks, 18c; fowis, 1866; turkeys, 18c; roosters, 1856.

SPLENDID OUTLOOK FOR CROPS IN **WESTERN CANADA**

RELIABLE INFORMATION FROM THE GRAIN FIELDS SHOW THAT THE PROSPECTS ARE GOOD.

This is the time of year when considerable anxiety is felt in all the northern agricultural districts as to the probable outcome of the growing crops. Central Canada, comprising the Provinces of Manitoba, Sas-katchewan and Alberta, with their 16,000,000 acres of wheat, oats, barley and flax, of which 6,000,000 acres may be said to be sown to wheat alone, has become a great factor in the grain markets of the world. Besides this, government returns show that every state in the Union has representatives in these provinces, and naturally the friends of these representatives are anxious to hear of their success. It has never been said of that country that it is absolutely faultless. There are, and have been, districts that have experienced the vagaries of the weather, the same as in districts south of the boundary line between the two countries, but these are only such as are to be expected in any agricultural country. The past has proven that the agricultural possibilities of this portion of Canada are probably more attractive in every way than most countries where grain raising is the chief industry. The present year promises to be even better than past years, and in a month or six weeks it is felt there will be produced the evidence that warrants the enthusiasm of the present. Then these great broad acres will have the ripened wheat, oats, barley and flax, and the farmer, who has been looking forward to making his last payment on his big farm will be satisfied. At the time of writing, all crops give the promise of reaching the most sanguine expectations.

In the central portion of Alberta, more favorable than in any previous year. Heavy rains recently visited ports like the following come from for?' asked the friend.

all parts: "Splendid heavy rain yesterday, plied, Crops forging ahead. Great prospects. All grains more than a week shead of last year. Weather warm last a horse." week. Good rains last night."

From southern Alberta the reports to hand indicate sufficient rain. Crops in excellent condition. Labor scarce. Throughout Saskatchewan all grains are looking well, and there has been sufficient rain to carry them through

to barvest. From all portions of Manitoba there comes an assurance of an abundant yield of all grains. Throughout southern Manitoba, where rain was needed a few weeks ago, there has lately been abundant precipitation, and that portion of the province will in all probability have a crop to equal the best anticipations. A large quantity of grain was sown on the stubble in the newer west, which is never a satisfactory method of farming, and may reduce the general av-

Taken altogether, the country is now fully two weeks in advance of last year, and in all grains the acreages sown are much larger than in 1911. This means that with picious weather the west will have the grandest harvest in its history. Two hundred and fifty million bushels of wheat has been mentioned as an estimate of the present growing crop, and it looks now as if that guess will be none too large.

To Protect the Flowers. Edelweiss and other characteristic Swiss flowers are said to be in danger of total extinction because of the craze of tourists for collecting them. Women tourists especially are always anxious to take away souvenirs in the way of a plant, and do not simply pull the flowers, but dig up the plant. It is proposed to introduce a law that will prevent the buying, selling or digging of edelweiss, fire lily, Siberian spring crocus, Alpine columbine, the Daphne, Alpine violet or other na tional flower.

Two Enough for Her. He was a small boy with a dark, eager face and he was waiting at the end of the line of eight or ten persons for a chance to make his wants known to the librarian. When his turn came he inquired briefly: "Have you got 'Twenty Thousand Legs Under the Sea?" "No," responded the librarian a lit-

tle snapplly, for she was tired, "I'm thankful to say I've only got two. They're not under the sea!"

Fit Punishment. The Wicked Soul was sitting on a hot stove, drinking molten lava and fanning himself with a chunk of red hot sheet iron.

"And who is the poor wretch?" asked Dante. "That," replied Satan, "is the first man who said, 'Is it hot enough for you?"-Milwaukee Sentinel.

Stop the Pain. The hurt of a burn or a cut stops when Cole's Carbolisaive is applied. It heals quickly and prevents scars. 25c and 50c by druggists. For free sample write to J. W. Cole & Co., Black River Falls, Wis.

Obviously Unnecessary. "Look here, Snip," said Slowpay, indignantly, 'to his tailor, "you haven't put any pockets in these trousers." "No, Mr. Slowpay," said the tailor, with a sigh; "I judged from your account that you never had anything to

Height of Selfishness. Some men are so selfish that if they were living in a haunted house they wouldn't be willing to give up the ghost.—Florida Times Union.

HAD TERRIBLE ITCHING, **BURNING HUMOR ON FACE**

Covered With Scabe. Very Embar rassing. Resinci Cured. Here is proof indeed of what Resinol will do for sufferers from tormenting,

unsightly skin humors. Mr. Will D. Hays, Russellville, Tenn., says: "I caught sycosis or barber's itch.
My face would get to smarting and
burning, and great red welts would
come on it, and in a few hours my face would be covered with scales or scabs the size of wheat bran. It would itch a great deal and the more I rubbed it, the worse it became. It even got up in tire edge of my hair. It certainly was very embarrassing as well as annoying, too, as everyone wanted to know what was the matter with my face. I tried several different local remedies, but they did not do any good. Then I sent for a small jar of Resinol Ointment and that one jar cured me inside of ten days. I had had the barber's itch for thirty or forty days. I believe Resinol will do the same for others." (Dated April 11,

Resinol Qintment stops liching instantly, and with the aid of Resinol Soap is the ideal household remedy for externs and other skin and scale grap-tions, pimples, blackheads, dandruff, burns, senids, sores, boils, ulcers and piles. Tore druggist sells Resinol Soap (25c) and Resinol Oi., timent (30c) or sent postpaid on receipt of price, by Dept. 2 is Resinol Consideration. Baltimore, Md.

William Shaw, the secretary of the famous Christian Endeavor society, said in a witty after-dinner address in

Boston: "There is a little Back Bay girl who is much interested in her auntie's Christian Endeavor work. The little girl was writing a letter to her brother at Yale one day, and in the midst of the epistle she looked up and said: "'Auntie, how do you spell devil? "'Devil!' cried her aunt, with a shocked sfile. 'Why, child, don't you

"'But, auntle,' protested the little girl. I want to tell brother about your Christian and devil meetinks?"

know you mustn't use such a word as

Too Eager. Fred Poyner, a Chicago dentist, was recently at a banquet given by the

Dental association. He said: "On one side is the right it is said that crop conditions are of things and on the other is wrong; sometimes the difference between the two is slight. As the following story this part, and the whole of this grain shows: A gypsy upon release from growing section has been covered. Re- jail met a friend. What were you in

"I found a horse," the gypsy re-"'Found a horse? Nonsense! They

"Well, but you see I found him before the owner lost him."

would never put you in jail for finding

No man is so dull that he can't piano just after he had varnished it.

900 DROPS

ALCOHOL 3 PER CENT.

AVegetable Preparation for As similating the Food and Regula ting the Stomachs and Bowels of

INFANTS CHILDREN

Promotes Digestion Cheering ness and Rest Contains neith

Opium Marphine nor Minera

W ON DESINEELINGS

Aperfect Remedy for Constitution, Sour Stomach, Diarrie

ness and LOSS OF SIZEP.

Pac Simile Signature of

NEW YORK.

At6 months old

NOT NARCOTIC.

TEMPERANCE MEETING



LOUGH TO THE THE PARTY OF THE P

First Beetle-What kind of a meeting was that at the Oak hall last

Second Beetle-Must have been a temperance meeting. The place was full of water bugs.

Pitteburg Chivairy. "What's going on here?" demanded man as he came upon two little boys battling in a vacant lot on the South side. The lad who was on top was

rubbing weeds over the face of the un-"Stop it," said the man, grabbing the victor by the neck and pulling him "What in the world are you away. trying to do to his face with those

weeds?" "Do? Why, he swore in front of some girls, and I rubbed some smartweed in his eyes to become a great man like Abraham Lincoln. - Pittsburg Sun.

A girl may not marry the best man at her own wedding, but she should try to make the best of the man she

marries. Mrs. Winslow's Southing Syrup for Children teething, softens the gams, reduces inflamm tion, aliays pain, cures wind colle, 25c a bottl

Goodness does not more certainly make men happy than happiness

makes them good .- Landor. Smokers like LEWIS' Single Binder elgar

for it's rich mellow quality. Only a married man can fully appreciate heaven if there are no wash days or house cleaning seasons there

Dicker's Old Reliable Eye-water cures sore

never found the cat asleep on the

SAVED FROM AN OPERATION

How Mrs. Reed of Peoria, Ill. Escaped The Surgeon's Knife.

Peoria, Ill.—"I wish to let every one know what Lydis E. Pinkham's Vegetable compound has done



for me. For two years I suffered. The doc-tor said I had a tumor and the only remedy was the surgeon's knife. My mother bought me Lydis E. Pinkham's Vegetable Compound, and today I am a well and healthy woman. For

from inflammation, and your Sanative Wash relieved me. I am glad to tell anyone what your medicines have done for me. You can use my testimonial in any way you wish, and I will be glad to answer letters."— Mrs. CHRISTINA. REED, 105 Mound St., Peoria, Ill.

Mrs. Lynch Also Avoided Operation.

Jessup, Pa .- "After the birth of my fourth child, I had severe organic inflammation. I would have such terrible pains that it did not seem as though I could stand it. This kept up for three long months, until two doctors decided that an operation was needed.

Then one of my friends recommended Lydia E. Pinkham's Vegetable Comound and after taking it for two months was a well woman."-Mrs. JOSEPH A. LYNCH, Jessup, Pa.

Women who suffer from female ills should try Lydia E. Pinkham's Vegetable Compound, one of the most successful remedies the world has ever known, before submitting to a surgical opera-



W. N. U., ST. LOUIS, NO. 30-1912.

Save the Babies.

NFANT MORTALITY is something frightful. We can hardly realize that of all the children born in civilized countries, twentytwo per cent., or nearly one-quarter, die before they reach one year; thirtyseven per cent., or more than one-third, before they are five, and one-half before they are fifteen!

We do not hesitate to say that a timely use of Castoria would save a majority of these precious lives. Neither do we hesitate to say that many of these infantile deaths are occasioned by the use of narcotic preparations. Drops, tinctures and soothing syrups sold for children's complaints contain more or less opium, or morphine. They are, in considerable quantities, deadly poisons. In any quantity they stupefy, retard circulation and lead to congestions, sickness, death. Castoria operates exactly the reverse, but you must see that it bears the signature of Chas. H. Fletcher. Castoria causes the blood to circulate properly, opens the pores of the skin and allays fever.

Letters from Prominent Physicians addressed to Chas. H. Fletcher. Dr. A. F. Peeler, of St. Louis, Mo., says: "I have prescribed your Castoris

Dr. Frederick D. Rogers, of Chicago, Ill., says: I have found Fletcher's Castoria very useful in the treatment of children's complaints. Dr. William C. Bloomer, of Cleveland, Ohio, says: In my practice I am glad to recommend your Castoria, knowing it is perfectly harmless and always satisfactory.

in many cases and have always found it an efficient and speedy remedy."

Dr. E. Down, of Philadelphia, Pa., says: "I have prescribed your Castoria in my practice for many years with great satisfaction to myself and benefit to my patients." Dr. Edward Parrish, of Brooklyn, N. Y., says: "I have used your Cas-

toria in my own household with good results, and have advised several patients to use it for its mild laxative effect and freedom from harm." Dr. J. B. Elliott, of New York City, says: "Having during the past six years prescribed your Castoria for infantile stomach disorders, I most heartily commend its use. The formula contains nothing deleterious to the most delicate of children."

Dr. C. G. Sprague, of Omaha, Neb., says: "Your Castoria is an ideal medicine for children, and I frequently prescribe it. While I do not advocate the indiscriminate use of proprietary medicines, yet Castoria is an exception for conditions which arise in the care of children." Dr. J. A. Parker, of Kansas City, Mo., says: "Your Castoria holds the

esteem of the medical profession in a manner held by no other proprietary preparation. It is a sure and reliable medicine for infants and children. In fact, it is the universal household remedy for infantile ailments." Dr. H. F. Merrill, of Augusta, Me., says: "Castoria is one of the very finest and most remarkable remedies for infants and children. In my opinion your Castoria has saved thousands from an early grave. I can furnish hundreds of testimonials from this locality as to its efficiency

GENUINE CASTORIA ALWAYS

Bears the Signature of 35 Doses - 35 CENTS The Kind You Have Always Bought unranteed under the Food a In Use For Over 30 Years.

The Writer That Does Most. That writer does the most who gives his reader the most knowledge and takes from him the least time.-C. C. Colton.

Exact Copy of Wrapper.

Women waste a lot of powder when the enemy isn't in sight.

